

Docket No. RSW920000110US1

**ABSTRACT OF THE DISCLOSURE**

**AUTOMATED AND OPTIMIZED MASS CUSTOMIZATION OF DIRECT  
5 MARKETING MATERIALS**

A method for customizing direct marketing materials is provided. This method comprises developing models to predict customer purchases and then scoring potential 10 customers for each predictive model. Next, specific layout areas are determined as well as where particular products may be placed in the layout. In one embodiment, preference multipliers are used to determine the increased likelihood of a product being purchased 15 depending on its location in the layout (i.e. front cover). An optimization model is then used to customize the layout for potential customers, whether it be for a niche market or individual customers. The customized layout is only printed and sent if the expected profits 20 exceed the production costs of the materials.